



Office of Mayor Jerry Sanders

June 30, 2006

FACT SHEET

MAYOR ANNOUNCES CITY'S PLANS TO KEEP BEACHES AND BAYS CLEAN DURING EXTENDED 4TH OF JULY WEEKEND

Mayor, Police, Fire, Lifeguards and Paramedics List "Four on the 4th" -- the Four Most Important Things to Remember To Stay Safe This Holiday Weekend

The City's Park and Recreation Department is responsible for cleaning the City's beaches on a daily basis during the summer. Countless volunteers assist City staff in their clean-up efforts.

During the summer, more that 1,500 trash receptacles will be set out throughout the beaches and Mission Bay Park area. That's 1,000 more than the non-summer months. Last year approximately 150 tons of debris was collected from the beach and bay area over the 4th of July weekend. This year it is anticipated that 200 tons will be collected and disposed of.

The City will employ the following strategy for keeping San Diego's beaches and shoreline parks clean during the busy 4th of July weekend:

During the period of July 1 through July 5, work crews will staff all the City's beaches and Mission Bay Park from approximately 6:00 a.m. to 7:00 p.m. every day.

Beaches and grassy areas along the beach:

Approximately 54 team members per day will staff this section.

Trash receptacles:

- All restrooms and trash receptacles will be serviced throughout the day.
- Extra refuse dumpsters (40 cubic yards each) will be placed as appropriate.

Trash on the beach:

- Each morning starting at 5am City crews pick up the trash.
- City crews will use heavy equipment each morning to rake and screen the sand.
- Staff will once again offer free plastic trash bags to beach visitors with the hope that the bags will be filled and left on-site for disposal by City staff.

Post-July 4th clean-up:

- On Wednesday, July 5, it is the City's goal to have all beaches, parking lots, playground areas and restrooms cleared of debris by 11:00 a.m.
- Early in the morning of July 5, City crews begin at South Mission Beach on the south end, and La Jolla Shores on the north, and work toward each other to reach the mid-point at Garnet Avenue by 11 a.m.

Mission Bay

- On Saturday, July 1, and Sunday, July 2, 35 team members will be on-site from 6:00 a.m. to 7:00 p.m.
- On July 3, 4 and 5, approximately 70 City staff will be on-site from 6:00 a.m. to 7:00 p.m. In addition, and on each of the above dates, an additional 23 Urban Corps and Public Service workers will assist.
- At Sail Bay, additional portable restrooms and refuse containers will be placed and serviced throughout the day.
- Thousands of plastic trash bags will be offered to the public.
- Additional large refuse dumpsters will be placed throughout the bay.

<p>The City has 12.3 miles of beaches to keep clean. Mission Bay Park includes 4,235 acres of water and land combined. The City is also responsible for cleaning 65 smaller "overlook" parks in the beach area that offer benches and trash cans.</p>

GIANT CARDBOARD TRASH BINS: FreePB.org—a neighborhood organization—will be providing 100 biodegradable, very large cardboard trash bins and City crews will be placing them on the beaches. These cardboard trash bins will also have trash bags attached to them for beachgoers to take and use.

THOUSANDS OF TRASH BAGS: FreePB.org will also be handing out trash and recycling bags all day. Look for people sporting bright yellow vests if you want a trash bag. They will be stationed at Sail Bay and Pacific Beach, and roving all over Pacific Beach, Mission Beach and Ocean Beach

FOUR ON THE 4TH
Four Important Things to Remember
To Stay Safe During the 4th of July Weekend

1. Drink Responsibly.

Police say the greatest percentage of injuries, accidents, fights, and other problems they encounter over the holiday are alcohol related.

Ocean Beach, Mission Beach and Pacific Beach:

- **Alcohol** may be consumed **on the sand only**, between noon and 8 p.m. This rule applies to sandy areas on the bayside as well.
- Glass containers are not allowed at any time.
- **Kegs** are not allowed on any San Diego beach on July 4. (Note: a keg is any container capable of holding three gallons of an alcoholic beverage, such as an Igloo cooler.)

No alcohol is allowed at any time at La Jolla Shores beach.

The Police Department will have command posts throughout the beach area. The primary command post will be at De Anza Cove, 2727 De Anza Road. This will be the central point of management for the July 4th weekend.

- **Fiesta Island Division** (entrance of Fiesta Island)
- **Belmont Division** (west parking lot of 3000 Mission Blvd.)
- **Reed Street Division** (foot of Reed St.)
- **Fanuel Street Sail Bay Division** (foot of Fanuel St.)
- **Crown Point Division** (south parking lot of Crown Point Shores)
- **La Jolla Division** (1100 Coast Blvd.) will only be activated for Tuesday, July 4.
- **Ocean Beach** (Pier parking lot at the foot of Newport Ave. Tuesday, July 4, will shift to the Lifeguard Station parking lot at 1900 Abbott St.)

2. Drinking Responsibly Includes While Swimming and Boating.

At any given time throughout the four-day Fourth of July weekend, there will be an average of at least 300 water craft on the City's bays and ocean, with motorboats, sailboats and ski jets being the most common. There will also be nearly a million and a half beachgoers—many of them in the water—during the four-day weekend, making water safety a top priority for everyone.

- The affects of even a small amount of alcohol are exaggerated by bouncing on the water, sunshine and heat, and wind. A person usually unaffected by a small amount of alcohol can be significantly affected while boating.
- Most boating fatalities are from capsizing and falls overboard. And most falls overboard are caused by alcohol use.
- Alcohol is even more hazardous on the water than on land. The marine environment—motion, vibration, engine noise, sun, wind and spray—accelerates a drinker's impairment.

3. Always Swim Near a Lifeguard Tower. Ask a Lifeguard Where It's Safest to Swim.

Throughout the summer months, and especially over a long holiday weekend like the 4th of July, lifeguards make hundreds of rescues from our oceans—especially in the areas where dangerous rip currents line our shores.

It takes an experienced lifeguard or seasoned swimmer to be able to recognize where rip currents exist. Since rip currents are volatile and are constantly changing location, lifeguards will indicate to swimmers the areas in which it is safe to swim. Do not try to decide for yourself if a rip current exists. A good rule of thumb to follow is that it's always safest to swim near or in front of a lifeguard tower.

Swimmers should follow these rules to avoid rip currents:

- Swim only in areas where lifeguards are present.
- Ask the lifeguards if you are unsure where it is safe to swim.

Other information for staying safe in the ocean and in the bay:

- The water off major beaches is divided into swimming and surfing zones.
- It's OK to body board in swim zones. Surf zones are for all hard fiberglass and stand up surfboards.
- A black and yellow checkered flag will be posted between swim and surf zones. Ask the lifeguard for the proper zone for your activity.
- Swim in designated swim zones in Mission Bay as well-marked by buoys.
- Don't be fooled by the calm water of the bay—in many places the floor of the bay suddenly drops off.
- Watch your children just as vigilantly at the bay as in the ocean.

4. Make Sure You're Prepared for Hours in the Sun.

- **Dehydration:**
 - Alcohol is not equivalent to water or Gatorade. Drink at least six to eight glasses of water throughout the day, more if you are exercising.
 - Find shade. You lose a lot of “insensible water” in bright sun. It is best to get under an umbrella or tree when lying on the beach or at a park.
 - Babies and elderly are especially vulnerable to heat and sun.
 - Know your medications. Antihistamines, diuretics and some psychiatric medications increase risk of dehydration. Read the labels on your prescriptions before spending long hours in the sun.
 - Pregnant women easily dehydrate and can precipitate premature labor.
- **Sunburn and Sun Protection:**
 - Every year patients need care in the Burn Unit due to serious sunburn.
 - Don't stay in the sun long (if you're pink, you're done!).
 - Use sun blockers often with protective clothing and shade.
 - Don't mistakenly think that blockers provide immunity from burn or melanoma.

Close Coordination Between Public Safety Providers for This Weekend

The Police Department, Fire Department, Lifeguards and Emergency Medical Services have been holding “joint-planning exercises” for several weeks to make sure they are prepared for just about anything that could occur over the holiday weekend. Their goal has been to closely coordinate all public safety services. During these joint-planning exercises, the departments have played out various emergency scenarios called “table-top exercises” and practiced coordination for each event.